



# Plaza Periphery Wayfinding Signage: Program Guidelines



**Purpose:**     **To support the local economy by increasing pedestrian traffic to businesses along “Plaza Periphery” blocks through the use of wayfinding signs.**

- The primary target for the wayfinding signs is visitors, who tend to be unfamiliar with what businesses are located in the periphery and hesitant to walk beyond the immediate plaza.
- Signage is not meant to be all-inclusive. The goal is to draw pedestrians by highlighting the types of businesses that are known to be critical in attracting foot traffic in a downtown area.

## **Guidelines:**

- **DESIGN:** Sign design and size is based on that used in the pilot project located near the northwest corner of First St. West and West Napa Street, but may be modified as needed to fit the location. To ensure good visibility, no more than twelve individual business placards are included on each side of the sign.
- **PLAZA PERIPHERY BUSINESS ELIGIBILITY:** The signs include placards for eligible businesses that wish to participate, subject to space limitations. To be eligible, a business must be located on the ground floor and have an entrance from the periphery block. Eligible businesses include, in priority order:
  1. Retail businesses; restaurants or other food service; pubs/taverns; wine tasting, sales, and/or shipping; paseos with an entrance on the periphery block (i.e., a single sign for the paseo); and visitor-oriented leisure/entertainment uses, including public and nonprofit (e.g. art gallery, theater, historic sites).
  2. Individual businesses in category 1 within a paseo that is entered from the periphery block.
  3. Businesses in category 1 on the second periphery block from the Plaza.
  4. Personal services businesses (e.g. day spas, hair/nail salons, dry cleaners, fitness studios).
  5. Office uses (e.g. financial services, insurance, real estate, professional services) and banks.

Within each category, priority is based on proximity to the Plaza. Businesses in categories 3, 4 and 5 are subject to “bumping” by new businesses in categories 1 and 2. Types of businesses not listed above are ineligible for inclusion on the sign, including lodging businesses, gas stations, and all businesses located above the ground floor. However, all businesses on the block are expected to benefit from the increased pedestrian traffic.

- **ON-PLAZA BUSINESS ELIGIBILITY:** To the extent that sign configuration and location allows, the reverse side of the sign may include placards for the closest on-plaza businesses in eligible categories (as well as the closest business in a nearby periphery block), using the priority order shown above.
- **COST:** Initial signage costs are funded through the City’s economic development program. Replacement placards are paid for by the business. A general promotional placard has been designed for temporarily vacant spots on the sign.